



# TOURISM



THE WOODLANDS  
CONVENTION & VISITORS BUREAU

IN THE WOODLANDS, TEXAS

*Worlds Away, Minutes from Home*



YouTube

[www.VisitTheWoodlands.com](http://www.VisitTheWoodlands.com)



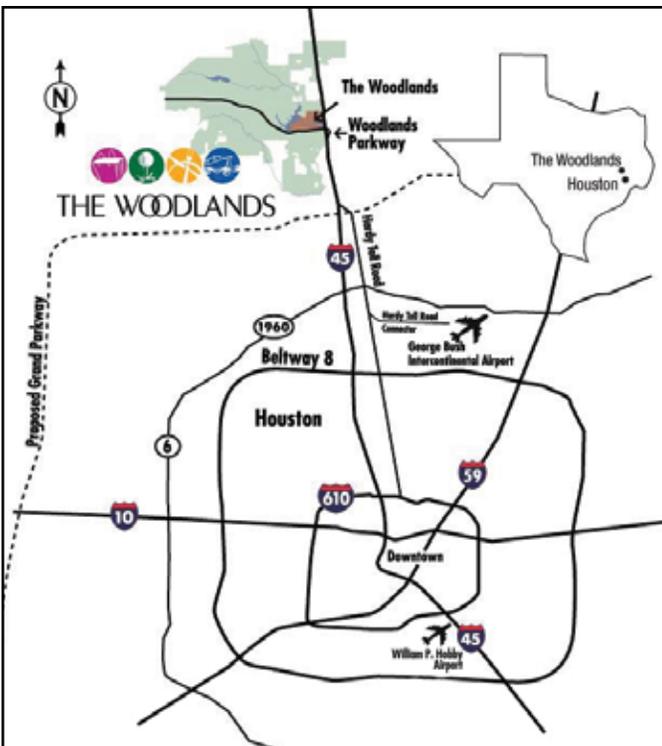
Aerial view of Town Center

# TOURISM



THE WOODLANDS  
CONVENTION & VISITORS BUREAU

## IN THE WOODLANDS, TEXAS



### Destination

The Woodlands, Texas

### Web sites

- [www.VisitTheWoodlands.com](http://www.VisitTheWoodlands.com)
- [www.VirtualTourofTheWoodlands.com](http://www.VirtualTourofTheWoodlands.com)
- [www.facebook.com/VisitTheWoodlands](https://www.facebook.com/VisitTheWoodlands)
- [www.twitter.com/TheWoodlandsCVB](https://www.twitter.com/TheWoodlandsCVB)
- [www.youtube.com/TheWoodlandsCVB](https://www.youtube.com/TheWoodlandsCVB)

### Location

30 minutes north of downtown Houston, Texas

### Proximity to Airports

- George Bush Intercontinental Airport: 15 miles or a 20-minute drive with no stoplights
- William P. Hobby Airport: 40 miles or a 45-minute drive

### Driving Distance

- From Galveston: 80 miles
- From Beaumont: 116 miles
- From Austin: 151 miles
- From Lake Charles: 171 miles
- From Dallas: 213 miles
- From San Antonio: 221 miles

### Size

The Woodlands is nestled among 28,000 acres of forest preserves.

- 3,400 acres of open space with 124 parks
- 1,690 acres of golf courses

The current population is estimated at 100,670.



The Woodlands Waterway Marriott with the Anadarko Tower in the background.

# THE WOODLANDS, TX

## MEETING FACILITIES

More than 140,000 square feet of meeting and event space is available in The Woodlands. This includes:

- 70,000 square feet of space at The Woodlands Waterway Marriott Hotel & Convention Center
- 60,000 square feet of space at The Woodlands Resort & Conference Center
- 7,600 square feet of space at The Cynthia Woods Mitchell Pavilion
- 7,085 square feet of space at AVIA Boutique Hotel
- 2,200 square feet of space at Hyatt Market Street
- 1,200 square feet of space at Courtyard by Marriott
- 1,000 square feet of space at Drury Inn & Suites
- 800 square feet of space at Best Western
- 500 square feet of space at Fairfield Inn & Suites
- 442 square feet of space at Candlewood Suites
- 400 square feet of space at Residence Inn / Lake Front

## MAJOR EMPLOYERS IN THE WOODLANDS

- Anadarko Petroleum Corporation
- Aon Hewitt Associates
- Baker Hughes
- CB&I
- Chevron Phillips Chemical
- Fox Sports Network
- Lexicon Pharmaceutical
- Memorial Hermann
- McKesson (*previously known as US Oncology*)
- Newfield Exploration
- Repsol, Inc.
- St. Luke's - The Woodlands

## ACCOMMODATIONS

Eleven hotels in The Woodlands house more than 1,500 guestrooms for vacationing families, individual business travelers and groups. These include:

- Best Western – The Woodlands
- Candlewood Suites
- Courtyard by Marriott
- Drury Inn & Suites
- Fairfield Inn & Suites
- Hilton Garden Inn
- Hyatt Market Street
- Hyatt Place (*coming 2013*)
- Marriott Residence Inn / Lake Front
- Marriott Residence Inn / Market Street
- The Woodlands Resort & Conference Center
- The Woodlands Waterway Marriott Hotel & Convention Center



**OF SHOPPING, DINING,  
HOSPITALITY AND  
ENTERTAINMENT**  
VisitTheWoodlands.com

These properties report a year-round average occupancy of 75 percent. Based on these occupancy levels, more than 1,125 hotel rooms are occupied each night in The Woodlands. This activity translates to more than 400,000 occupied room nights on an annual basis.



# THE WOODLANDS, TX

## WHO IS VISITING THE WOODLANDS?

The following are visiting The Woodlands, Texas each year.

- Individual business travelers who are meeting with companies based in The Woodlands.
- Companies hosting business meetings with overnight stays.
- Professional trade associates hosting gatherings for members.
- Leisure travelers from Houston and southeast Texas seeking a nearby weekend getaway.
- SMERF(S) (Social, Military, Educational, Religious, Fraternal, Sports Tournaments) Market

The Woodlands Convention & Visitors Bureau has visitor information centers at The Woodlands Mall and Market Street. The following statistics were tracked from each visitor visiting one of these two centers in 2011.

- 113,150+ visitors
- 665 different zip codes
- 80 countries
- 49 states

### Number of visitors annually

Approximately 20 million bodies come through The Woodlands Town Center every year. However, this is not “unique” bodies. It’s you and me many, many times.

### Number of convention attendees annually

At the Convention Center, approximately 225,000 guests and visitors per year



Shopping at Market Street

Market Street Concierge



### Major feeder markets

The Woodlands attracts families and couples looking for a getaway from Houston, Austin, San Antonio and other markets primarily within a three-hour drive radius. The Woodlands also attracts individual business travelers and groups from across the country, due in large part to the number of global corporations based in The Woodlands and the community’s proximity to George Bush Intercontinental Airport.



*The Woodlands Waterway Trolley at the South County Fourth of July Parade*

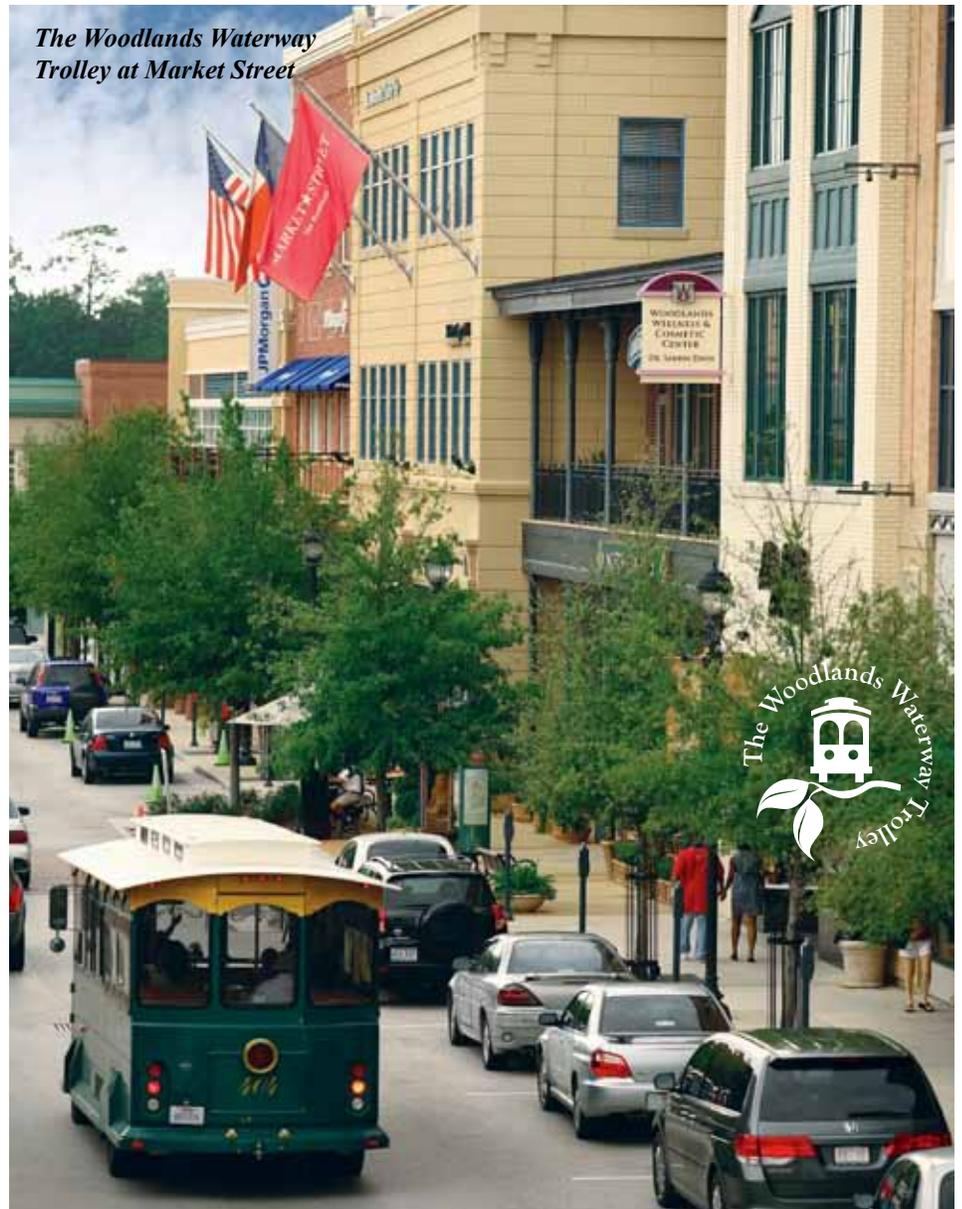
# THE WOODLANDS, TX

## THE WOODLANDS WATERWAY TROLLEY

The Woodlands Waterway Trolley is a complimentary transportation service that can be accessed throughout The Woodlands Town Center. The air-conditioned, ADA-compliant trolleys provide stops daily from 11 a.m. to 8 p.m. at:

- West Lake Robbins
- Community Center
- South Montgomery County Library
- Town Green Park
- Cynthia Woods Mitchell Pavilion – South Plaza
- The Woodlands Waterway Marriott Hotel & Convention Center – South Entrance
- Waterway Avenue
- Waterway Square
- Woodloch Forest Drive at Waterway Bridge
- Anadarko Petroleum Corporation
- Landry’s Restaurant, Inc.
- The Woodlands Mall
- Central Park – Market Street
- H-E-B Central Market

For more information, visit [www.TheWoodlandsWaterwayTrolley.com](http://www.TheWoodlandsWaterwayTrolley.com).



*The Woodlands Waterway Trolley at Market Street*





*The Woodlands  
Waterway Cruiser*

# THE WOODLANDS, TX

## THE WOODLANDS WATERWAY CRUISERS

*Formerly known as Water Taxis -  
Waterway Cruisers are a fun way to get  
around The Woodlands Town Center!*

For those who want to have a relaxing ride and take in the scenery, you can take a boat tour on a Waterway Cruiser along The Woodlands Waterway®, a 1.4-mile long corridor.

The Woodlands Convention & Visitors Bureau (TWCVB) has six Waterway Cruisers that travel along The Woodlands Waterway providing the perfect way to explore all the amenities that the Waterway has to offer. Along both sides of the corridor are businesses, restaurants, office buildings, hotels and urban residential areas. The east end of the corridor is anchored by The Woodlands Mall and the west end is anchored by The Woodlands Waterway Marriott Hotel & Convention Center, The Cynthia Woods Mitchell Pavilion and Town Green Park.

### Cost

A general public day pass with unlimited rides on the cruisers is \$5.00. Youth (12 and under), Seniors (65 and older), and Disabled pay

\$2.50. Tickets can be purchased when boarding the Waterway Cruisers with cash or credit. The Waterway Cruisers are wheelchair accessible.

### Hours of Operation

Boarding is every 45 to 60 minutes at any of the designated stops along The Woodlands Waterway. Each Cruiser can accommodate up to 50 riders.

- **Friday: 11 a.m. to 9 p.m.** (last round trip starts at the mall turn at 8 p.m.)
- **Saturday: 11 a.m. to 10 p.m.** (last round trip starts at the mall turn at 9 p.m.)
- **Sunday: 11 a.m. to 8 p.m.** (last round trip starts at the mall turn at 7 p.m.)

### Private Catering Charters

The Waterway Cruiser provides the perfect setting for a corporate event, birthday party, meeting, family gathering, or any special occasion. Catering Charters are available through Landry's Restaurants, Inc. Contact Megan Bennett 281-363-9750 to reserve your Cruiser today!

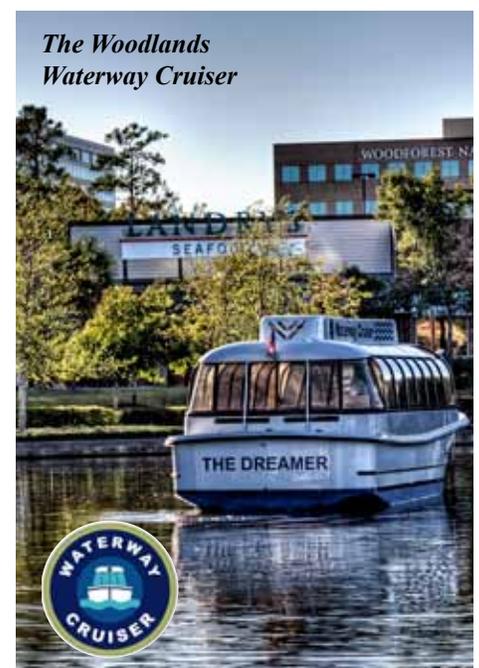
### Funding

Funding for the Waterway Cruisers comes directly from visitors to The Woodlands hotels. The commitment of one year of the additional room tax funding will fund the renovation of the fleet and the total operating requirements for a three- to five-

year period. No direct property tax funds are used in the operation.

**TWCVB Board of Directors awarded a contract to renovate the Waterway Cruisers to Professional Yacht Management (ProYacht) of Kemah, Texas. TWCVB conducted a Request for Proposal process to determine the vendor and ProYacht was selected as the company to provide the services. The company restored all six Waterway Cruisers.**

For more information, visit [www.TheWoodlandsWaterwayCruisers.com](http://www.TheWoodlandsWaterwayCruisers.com).



*The Woodlands  
Waterway Cruiser*

*The Cynthia Woods Mitchell Pavilion*



# THE WOODLANDS, TX

## LOCAL ATTRACTIONS

### **The Fountains at Waterway Square**

This 120-foot water wall releases a choreographed, night-lit display of dancing columns of water, cascading waterfalls and “boomer” jets shooting water more than five stories high, located along The Woodlands Waterway.

### **The Cynthia Woods Mitchell Pavilion**

An outdoor concert pavilion surrounded by a lush forest which accommodates up to 16,500. Beneath its soaring, white fabric roof is covered reserved seating for 6,500. The Cynthia Woods Mitchell Pavilion currently is ranked fifth in a

listing of the world’s top 100 amphitheaters, based on the number of tickets sold.

### **Town Green Park**

The “Central Park” of The Woodlands is located on the banks of The Woodlands Waterway. The park is a great place for a family picnic, to fly a kite, or just unwind.

### **Riva Row Boat House**

Enjoy The Woodlands Waterway and Lake Woodlands by kayak! The Riva Row Boat House is a 1.6-acre park located at the juncture of the upper and lower levels of The Woodlands Waterway. Single and tandem kayaks, lifejackets and paddles are available for rental. Enjoy an afternoon on water while seeing The Woodlands from a different point of view.

*Riva Row Boat House*



*The Fountains at Waterway Square*



### **Art in Public Places**

Throughout the villages and commercial centers of The Woodlands, 51 outdoor sculptures provide a cultural counterpoint to the natural forested beauty of the community. Tour the community and enjoy one of the most impressive collections of public art in the country.



*Fiesta Universal*

# THE WOODLANDS, TX

## EVENTS

### Taste of the Town

Have you ever wanted to try 70 different restaurants in one night? Don't miss your chance at The Chamber's Taste of the Town in late January or early February. Taste of the Town is an annual event hosted by the South Montgomery County Woodlands Chamber of Commerce. Attendees enjoy mouth-watering appetizers, entrees, side dishes, desserts, pastries and beverages from some of the area's finest restaurants, caterers, bakeries and beverage companies. Enjoy culinary delights, a silent auction with fabulous items and listen to the area's

performers for The Woodlands Idol. This event attracts more than 6,000 attendees.

### Muddy Trails Bash

The first Saturday in April is the annual Muddy Trails Bash. More than just another 5K or 10K race, this is a Bash that includes a crawfish cooking contest, Zydeco music, crawfish sampling and races. The races feature a USA Track and Field sanctioned course routed through 1,800 wooded acres of the George Mitchell Nature Preserve. Once you are finished with the race, grab a plate of crawfish, dance to some Zydeco music and have fun with more than 3,000 attendees.

### The Woodlands Waterway Arts Festival

Every April, more than 200 national and regional artists are selected to showcase their original works of art along The Woodlands Waterway. In 2011, more than 16,000 attended the event. The Woodlands Waterway Arts Festival is now rated as one of the top art festivals in the world.

### CB&I TRI

Every May one of the premier multi-sport events in the region, CB&I TRI-The Woodlands is produced by The Woodlands Township Parks and Recreation Department, offering high-caliber competition, first-rate race management and a scenic course. The race is an annually sanctioned USA Triathlon (USAT) event that features a field of 3,000 participants ranging from beginners to nationally-ranked triathletes.

### Fiesta Universal

The Montgomery County Hispanic Chamber proudly puts on an annual Fiesta Universal Celebration (Cinco de Mayo) that has grown to be a community-wide event. The Hispanic/Latin culture is showcased through live entertainment, authentic food, and arts, and attracts more than 5,000 attendees.



*CB&I TRI-The Woodlands*



*Memorial Hermann  
Ironman Texas*

# THE WOODLANDS, TX

## MEMORIAL HERMANN IRONMAN TEXAS

The World Triathlon Corporation, headquartered in Florida, chose The Woodlands, Texas, for its inaugural Memorial Hermann Ironman Texas event in a special five-year agreement.

On May 21, 2011, participants began with a 2.4-mile swim in Lake Woodlands, entering the water at Northshore Park and finishing at Town Green Park, which served as the transition area. Athletes then headed out on the 112-mile bike course that took them west through The Woodlands before heading north to the scenic, rolling farmland of east Texas. The final portion of the race is a marathon (26.2-mile) course entirely within The Woodlands that concluded with a spectacular finish on Market Street. Athletes must complete the three disciplines in succession within a 17-hour time frame.

### 2011 Quick Facts

- 18,000 spectators
- 3,400 volunteers
- 2,956 athletes
  - 2,845 non-Woodlands residents
  - 92% finished the race
- 275 law enforcement officers

- 93% were from outside The Woodlands
- 52% stayed at least one night in The Woodlands
  - 10,000 hotel room nights
- 51% were first time visitors to The Woodlands

For more information, please visit [www.ironmantexas.com](http://www.ironmantexas.com).

**Dates scheduled** for Memorial Hermann Ironman Texas (occurs the third Saturday of May)

- May 19, 2012
- May 18, 2013
- May 17, 2014
- May 16, 2015





*Red, Hot & Blue Festival  
and Fireworks Extravaganza*

# THE WOODLANDS, TX

## EVENTS

### Wine & Food Week

Every June, one of America's largest and most comprehensive wine and food events comes to The Woodlands. It lasts eight days, with more than 40 events, 500 wines and 50 restaurants, and attracts more than 10,000 people.

### Waterway Square Programming

Waterway Square hosts a number of live entertainment series throughout the year including Live at Night, Movie Night, Memorial Day Concert and Fireworks, Waterway Nights, Labor Day Concerts, and Caroling on the Square. While attending these events, visitors can relax and enjoy a picnic by the beautiful fountains. In 2011, events at Waterway Square attracted more than 26,000 attendees.

### Fourth of July Activities

Celebrate America's birthday with the "Star Spangled Salute," a free concert presented by the Houston Symphony at The Cynthia Woods Mitchell Pavilion on July 3. On July 4, celebrate at the Fourth of July Parade in Market Street followed by the annual Red, Hot & Blue Festival and Fireworks Extravaganza at Town Green Park and Waterway Square. The Fireworks Extravaganza is one of the largest

fireworks displays in the greater Houston area. The Woodlands CVB conducted a survey of festival attendees in 2011 and more than 50 percent were from outside South Montgomery County. Collectively, the Fourth of July events attract close to 200,000 people each year.

### 10 for Texas

Share the experience with more than 4,000 runners who will take on a 10-mile road race that winds its way through several scenic villages in The Woodlands every October. Market Street serves as host of the start, finish and post race activities. The USA Track and Field sanctioned event is co-produced by The Woodlands Township Parks and Recreation Department and Luke's Locker. This event ends with a Texas-sized post race party with fun for the whole family.

### Oktoberfest

In keeping with the festive spirit of the traditional German festival, The Woodlands Rotary Club Foundation produces Oktoberfest annually in Town Green Park. All proceeds from the event go to support scholarships for local high school and Lone Star College – Montgomery students. In 2011, Oktoberfest drew more than 6,000 visitors to The Woodlands to enjoy top flight German bands, great

German beer and authentic brats, sauerkraut and strudel.

### Trick or Treat Trail

Every October, kids and families are invited to dress in their Halloween best and "trick or treat" from booth to booth at Town Green Park. The event also features a costume contest. In 2011, there were more than 10,000 attendees.

### The Children's Festival

Each November, The Cynthia Woods Mitchell Pavilion is transformed into a giant playground of fun for the young and young-at-heart. Award-winning children's performers educate and entertain thousands of children during two days of non-stop fun and excitement. In 2011, this event attracted more than 8,000 attendees.





# THE WOODLANDS, TX

## EVENTS

### **Run Thru the Woods**

The Annual Run Thru the Woods is an annual charity event designed for all ages and levels of fitness. Proceeds benefit the South Montgomery County YMCA Partners Program, Oak Ridge High School Operation Graduation, The Woodlands High School Operation Graduation, Conroe ISD AFJROTC and The Cynthia Woods Mitchell Pavilion Education Outreach Program. This event routinely attracts more than 6,000 participants.

### **Lighting of the Doves**

This annual festival of lights, live music, dancing and a snow play area for the kids highlights this family event that kicks off the holiday season in The Woodlands. This event attracts more than 25,000 people in conjunction with iWOW.

### **iWOW (International Winter On The Waterway)**

Held in November, iWOW is a day-long celebration that recognizes the cultural diversity of The Woodlands with food, dancing, crafts and music from around the world. This event attracts 25,000

people in conjunction with the annual Lighting of the Doves Festival.

### **The Ice Rink at The Woodlands Town Center & Donoho's Jewellers Winter Wonderland**

The largest seasonal outdoor ice rink in the Southwest is open from mid-November until mid-January at the northeast corner of Six Pines and Lake Robbins Drive. The Woodlands Winter Wonderland is illuminated with holiday scenes and storybook displays around the perimeter of The Ice Rink. The Ice Rink attracts more than 48,000 skaters and 100,000 visitors through The Woodlands Winter Wonderland each year.

### **Concerts in the Park and Arts in the Park**

A time to sit back and enjoy regional and national artists are the Concert in the Park and Arts in the Park series. Attend either Northshore Park or Rob Fleming Park during select times in the spring, summer and fall and enjoy the scenery, free concerts and the family-friendly atmosphere. More than 500 people attended the Northshore Events in 2011.



*International Winter  
On The Waterway (iWOW)*



*The Woodlands Mall  
Courtyard Shops*

# THE WOODLANDS, TX

## SHOPPING

The Woodlands boasts more than eight million square feet of shopping, dining, hospitality and entertainment space, including:

### Market Street

The premier upscale shopping, fine dining and entertainment spot is home to Texas' only Tommy Bahama's Tropical Café & Emporium, Tiffany & Co. and Brooks Brothers, among a

host of other high-end boutiques set in an intimate, town square setting. Market Street dining options include the award-winning cuisine of Jasper's, Uni Sushi and Cru – A Wine Bar.

### The Woodlands Mall

More than one million square feet teeming with popular retailers, including Anthropologie, Banana Republic, Bebe, Black House/White Market, Chico's, Coach, Coldwater Creek, Jos. A Bank Clothier and

more. Its Courtyard Shops include great home furnishings stores such as Pottery Barn, Pottery Barn Kids and Williams-Sonoma.

Macy's International Promotion Spending from February 2007 - June 2008:

- 6,317 (11 percent) cards redeemed (Spanish/Portuguese)
- 8,539 (11 percent) total cards redeemed
- 74 percent are Spanish/Portuguese
  - \$96.39 average spend for Spanish/Portuguese
  - \$100.43 average spend overall for all cards
- 71 percent of total revenue from International Cards at The Woodlands is derived from the Spanish/Portuguese consumer

### Alden Bridge Village Center

More than 130,000 square feet of retail space including Baskin Robbins, GNC, and L'Avantage, an Aveda hair concept salon and day spa.

### Cochran's Crossing Shopping Center

Specialty stores include The Beverage Shoppe, with its impressive selection of wines, liquors, cigars and gift items, and outstanding restaurants such as Rico's Mexican Grille and Skeeter's Mesquite Grille.



*Market Street*

TED WASHINGTON

*Waterway Cruiser at The Woodlands Mall*



# THE WOODLANDS, TX

## SHOPPING

### College Park Plaza

Highlights of this 130,000 square foot center include Shankz Black Light Miniature Golf; Abbey Road Boutique, carrying lines like Juicy Couture, True Religion and Trina Turk; and Piccomolo Italian Ice Cream, offering gelato, shakes, smoothies and espresso.

### Grogan's Mill Village Center

This center features restaurants like Dairy Queen, Becks Prime, Fuddrucker's and Brother's Pizza.

### Indian Springs Village Center

More than 130,000 square feet of retail and restaurant space including the internationally-inspired restaurants of Rico's Mexican Restaurant and Sakekawa, a Japanese steakhouse and sushi bar.

### Panther Creek Shopping Center

Upwards of 130,000 square feet of retail space including Teacups and Tadpoles and Marta's Ladies Boutique. The Center is also home to The Woodlands Children's Museum.

### Pinecroft Shopping Center I and II

Stores include Academy Sports + Outdoors, Target, Best Buy, Marshall's and Bed, Bath & Beyond.

### Sterling Ridge Shopping Center

This center features 130,000 square feet of space including shops such as Natural Pawz (flagship store), a state-of-the-art pet grooming facility that also offers all-natural pet foods and treats, as well as a pet bakery, and the Great Harvest Bread Co. which boasts 100-percent stone ground whole wheat breads and sweets.

### Windvale Shopping Center

Located at 9420 College Park Drive, the center is anchored by a Randall's Supermarket. It also houses Spec's and Shogun Japanese Grill & Sushi Bar.

### Woodlands Crossing Shopping Center

Located near the Indian Springs and Sterling Ridge Shopping Centers, you will find 24 Hour Fitness, Petco, Ace Hardware, Dickey's Barbeque restaurant and more. Trader Joe's Will be opening Summer 2012



*Sterling Ridge Shopping Center*



*East Shore Park*

# THE WOODLANDS, TX

## SPORTS AND RECREATION

### The Woodlands Resort

At The Woodlands Resort & Conference Center, guests enjoy the Forest Oasis Waterscape™, a unique water experience with 30-foot, double-helix waterslides, 3D underwater marine murals and underwater music, Puffy's Sprayground and a relaxation pool and hot tub.

The Woodlands Resort & Conference Center offers two, 18-hole golf courses for its guests, Panther Trail™ and The Oaks™.

It offers 21 lighted tennis courts, including four indoors with clay and hard-court surfaces.

### Parks and Pools

The Woodlands boasts 124 parks, including Town Green Park which was the winner of the 2011 Lone Star Programming Award presented by the Texas Recreation and Park Society.

The Woodlands is also home to 13 swimming pools, including the award-winning Rob Fleming Aquatic Center complete with an exciting water play structure, giant tube slide and lazy river all on the shores of Lake Paloma.

Bear Branch Park offers nine lighted tennis courts, a state of the art skate park, concession stand, dog park, in-line hockey rink, swimming pool, barrier-free playground and sensory garden, and the Recreation Center.

### Pathways

The Woodlands is also home to more than 194 miles of hike-and-bike trails and endless miles of natural trails in the 1,700-acre George Mitchell Nature Preserve.

### VillaSport Athletic Club and Spa

A 300,000-square-foot resort-like campus, VillaSport offers the latest state-of-the-art equipment and classes.

They also have a complete kids club, spa and every other service you'll need to maintain a healthy lifestyle.

### The South Montgomery County YMCA

The South Montgomery County YMCA has served this community for more than 25 years and features one membership with three unique locations in The Woodlands. With a commitment to nurturing the potential of kids and teens, promoting healthy living and a sense of social responsibility, the Y ensures that every individual has access to the essentials needed to learn, grow and thrive.



*Forest Oasis Waterscape™ at The Woodlands Resort & Conference Center*

The Woodlands Waterway®



# THE WOODLANDS, TX

## RECOGNITION

Travel + Leisure Magazine, one of the most respected authorities on travel, has named The Woodlands as one of America's "Coolest Suburbs Worth a Visit."

In the web exclusive story which appears on the magazine's website, [www.travelandleisure.com](http://www.travelandleisure.com), Travel + Leisure writes, "this suburb is a master-planned community built within 28,000 acres of forest, 25 miles from downtown Houston. After opening in 1974, the town has wooed many young Texans; the average age is 36. One main attraction is its thriving town center, filled with great restaurants, bars, and major retail outlets, all accessible by foot or trolley. Fox Sports Network and Anadarko Petroleum are headquartered here, and an elaborate park and lake system is navigable by water taxi."



As part of its profile on The Woodlands, Travel + Leisure recommends readers visit The Goose's Acre Bistro & Irish Pub in Waterway Square. The genuine Irish Pub was completely designed and built in Ireland prior to being shipping to the U.S.

"The story underscores suburbs are more than just a great place to live, they're a great place to visit," notes Nelda Luce Blair, chairman of The Woodlands Convention & Visitors Bureau.

"This is incredible visibility for promoting The Woodlands as a great spot for families and couples looking for a getaway close to Houston," adds Nick Wolda, president of The Woodlands Convention & Visitors Bureau.

In 2009, Travel + Leisure's website generated more than 5.5 million page views and more than 590,000 unique visitors.

This isn't the first time The Woodlands has earned national headlines as a great spot to visit. Just last year, The Woodlands was voted by the readers of Southern Living Magazine as one of America's best shopping destinations.

"The Woodlands, as well as the other suburbs on this list, demonstrate a community can in fact embrace tourism while maintaining its quality of life," adds Bruce Tough, chairman of The Woodlands Township.

## MAKING HEADLINES

Named "**One of America's Coolest Suburbs Worth a Visit**" by Travel + Leisure Magazine, one of the most respected authorities on travel.

Voted "**One of America's Best Shopping Destinations**" by the readers of Southern Living Magazine.

Located just 30 minutes north of Houston, ranked the "**Best U.S. City for Shopping**" by Forbes.

Named "**One of America's 25 Best Places to Move**" by Forbes.com.

Home to two, AAA **Four-Diamond** hotels, The Woodlands Waterway Marriott and AVIA The Woodlands.



East Market Street

# THE WOODLANDS, TX



*Parks in the Woodlands are connected by more than 190 miles of pathways.*

## TESTIMONIALS



**Market Street: Trademark Property Company  
Terry Montesi, Founding Partner**

“The Woodlands has been everything we thought it would be – and more. It’s the kind of community that’s sophisticated, affluent and educated enough to appreciate a project like Market Street. Couple the response from the local market with the grouping number of visitors coming to The Woodlands as a getaway destination and it’s no surprise that we’ve experienced such success.”



**American Financial & Automotive Service  
Arden Hetland, President**

“One of the best decisions we have made as a company was to relocate our corporate offices to The Woodlands. Since American Financial & Automotive Services, Inc. made the 50-mile relocation to The Woodlands, we have been very pleased with all the community has to offer. The relocation to The Woodlands has enabled our company to grow due to the location, professionalism, and the depth of the talent for recruiting initiatives. Our employees and clients constantly embrace our move as it has helped take our organization to new levels. This new location has given American Financial the opportunity to offer a wider variety of first-class restaurants, shopping, entertainment, and hotel accommodations to all of our clients. Our employees have greatly enjoyed the cultural atmosphere and all the amenities that The Woodlands has developed for their families. The Woodlands has provided the American Financial companies with the convenient location and professional atmosphere that we were looking for in relocating. American Financial is proud to call The Woodlands home.”



*East Shore Condominiums  
on Lake Woodlands*

# THE WOODLANDS, TX

## TESTIMONIALS



**Maersk Line**  
**Henning Nielsen, Vice President, Customer Service**

“When Maersk Line first established our Customer Resource Center here in The Woodlands 10 years ago, we were primarily driven by relative low costs combined with good availability of a skilled workforce. Our facility in The Woodlands and staff has lived up to all our expectations, and more. The Woodlands living

offers more than anywhere else we have lived. More choice in restaurants, recreational activities, shopping, entertainment, medical facilities, and the pure beauty and layout of the neighborhoods in this town, including the paths, the parks, the low-key shopping/convenience centers has made us staunch promoters of The Woodlands. In fact we now believe that this is where we will end up retiring, when and if that time comes.”



**US Oncology**  
**Bruce Broussard, President and CEO**

“We chose The Woodlands as the home of the US Oncology headquarters because it is located conveniently for our employees, offers beautiful

natural surroundings and has many amenities within walking distance of our office. This helps us increase wellness, collaboration and inspiration amongst our employees, and our new neighbors in The Woodlands have been very warm and welcoming. We are extremely happy to be here.”



**Huntsman Corporation**  
**Russ Stolle, Global Public Affairs and Communications**

“The Woodlands provides an extraordinary environment in which to work and live, with excellent schools, parks, trails and a wide range of housing options.

While not all of our associates reside in the immediate area, those that commute here from other areas still benefit from the proximity to our office of excellent dining and shopping options amid the beauty of our forested Town Center.”



# THE WOODLANDS, TX

## THE WOODLANDS FILM COMMISSION



In 2009, The Woodlands Area Film Commission was created to encourage film

production in our area. This industry has brought more than \$1.2 billion dollars to Texas in the past 10 years and our goal is to bring film production dollars to our area.

Filmmakers look for the same amenities that travel planner's value including our proximity to a major airport, first class hotels, dining and entertainment opportunities, in addition to a wide variety of potential filming locations. The Woodlands Area Film Commission offers Texas hospitality, an enticing incentive package and a cosmopolitan community with business leaders who are excited about hosting film production.

For more information, please contact Jamie Sims at [jamie.sims@woodlandschamber.org](mailto:jamie.sims@woodlandschamber.org) or visit [www.TheWoodlandsAreaFilmCommission.com](http://www.TheWoodlandsAreaFilmCommission.com).

## NEARBY AREA ATTRACTIONS

### Blue Bell Ice Cream Factory

This creamery produces one of the most popular brands of ice cream in Texas. Blue Bell is only available in about 20 percent of the nation's supermarkets, yet it ranks as one of the top three best selling ice creams in the country. Approximately a 1½ hour drive west in Brenham, Texas.

### Houston Museum of Natural Science

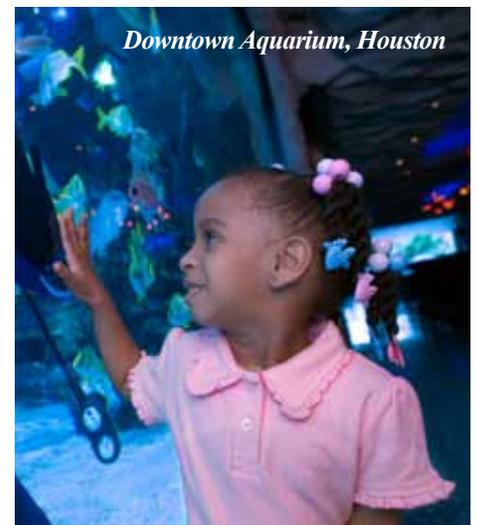
From dinosaurs to star clusters, the Houston Museum of Natural Science offers educational fun and excitement. The IMAX Theater presents the ultimate movie experience on one of the world's largest screens. Other attractions include the museum with permanent and visiting exhibits, the planetarium, butterfly center and the Challenger Center.

### San Jacinto Monument

Battlefields. Battleships. Books. A visit to the San Jacinto Museum of History is a time to remember! On April 21, 1836, Mexican rule over Texas came to a dramatic close. The climax of the Texas Revolution and the Battle of San Jacinto eventually moved America's western border to the Pacific Ocean. The San Jacinto Monument is the world's tallest monument tower. While you're there, you can tour the historic Battleship Texas – once the most powerful weapon in the world, enjoy the nature trail, go biking or participate in one of the state's most interesting birding environments.

### Space Center Houston

Space Center Houston offers fun for the whole family with activities and educational information. Attractions include a tour of NASA, Kids Space Place, Astronaut Gallery, Starship Gallery and the newly-opened Amazon Voyage.





Wildflower season

# THE WOODLANDS, TX

## NEARBY AREA ATTRACTIONS

### SplashTown

Just 10 minutes south of The Woodlands, this water park has tons of water and fun. Pools, rapids and rides including the Ultimate Storm Tornado. The excitement begins on a platform set 75 feet in the air where daring riders are set in motion down a 132-foot long tunnel and thrown into the giant open-ended funnel. This is a seasonal attraction, so check hours before going.

### Washington on the Brazos State Park

This scenic drive is popular with locals during the wildflower season in late March through April. The 293-acre state historic site, maintained by Texas Parks and Wildlife, is located on the original town site of Washington, a major political and commercial center in early Texas. The site is comprised of three main attractions Independence Hall, Barrington Living History Farm and the Star of the Republic Museum. Just 30 minutes away in College Station resides the George H. W. Bush Presidential Library.

### City of Houston

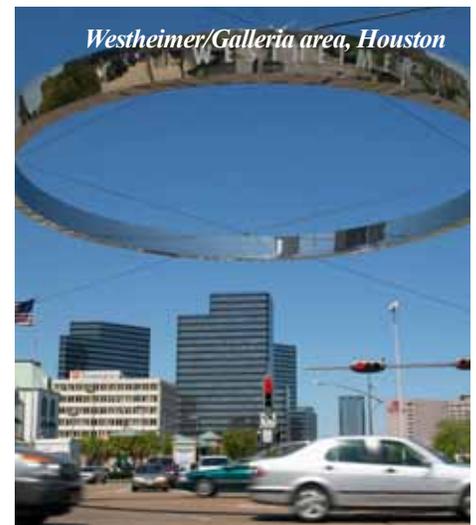
A short drive south to Houston provides professional sports teams (Houston

Astros Baseball, Houston Texans Football, Houston Rockets Basketball, Houston Dynamo Soccer, and Houston Aeros Hockey), world-renowned fine arts (Houston Grand Opera, Houston Ballet, Houston Symphony, Alley Theatre), and world-class museums (Houston Museum of Fine Arts, Houston Museum of Natural Science, and Contemporary Arts Museum of Houston).

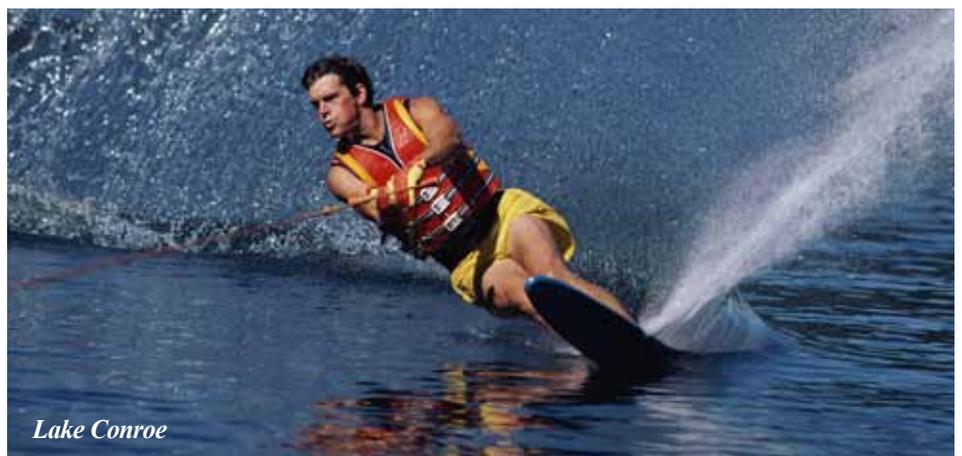
### Lake Conroe

Located approximately 20 minutes north of The Woodlands, extending 21 miles in length and covering 21,000 surface acres, Lake Conroe offers clean, clear water for a large variety of recreation such as boating, fishing, hunting, golfing, swimming, water skiing and jet skiing. Luxurious hotels and condominiums, quality

RV parks, waterfront boat storage with valet launching and luxurious waterfront real estate developments are only a few of the attractions to this exceptional man-made destination.



Westheimer/Galleria area, Houston



Lake Conroe

*Montgomery County  
Sheriff's Office Bicycle Patrol*



# THE WOODLANDS, TX

## PUBLIC SAFETY

### Law Enforcement and Security

The Woodlands Township contracts with the Montgomery County Sheriff's Office - District 6 and Harris County Constable's Office - Precinct 4 to provide law enforcement services throughout The Woodlands. A tourism-oriented policing philosophy is practiced in the Town Center in particular. Additional security in the Town Center includes, Alpha & Omega Mounted Patrol which provides Troopers riding horseback, and Town Center Rangers.

### The Woodlands Fire Department

The Woodlands Fire Department covers all of The Woodlands Township population, approximately 50 square miles, and is comprised of highly skilled, professional, full time firefighters trained to respond to a wide variety of emergencies. The Department responds to all emergencies within 5 minutes and is staffed with Advanced Life Support-Paramedic fire fighters capable of providing excellent emergency medical care. The department is currently rated ISO 2.

*Alpha & Omega Mounted Patrol*



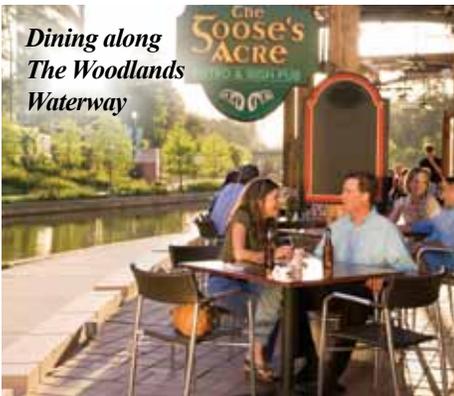
*The Woodlands Fire Department Truck 106*





Central Park at Market Street

# THE WOODLANDS, TX



Dining along  
The Woodlands  
Waterway

## KEY STATISTICS

78 percent of shoppers at Market Street and The Woodlands Mall come from outside of The Woodlands (Source: Cunningham Research, September 2007)

Tourism is a \$2 billion business in Montgomery County with 80 percent of that taking place in The Woodlands (Source: The Perryman Corporation, February 2008)

### Taxable Sales in The Woodlands

Projected 2013	\$1.9 billion
2012	\$1.9 billion
2011	\$1.7 billion
2010	\$1.56 billion
2009	\$1.52 billion
2008*	\$1.40 billion
2007	\$1.16 billion

\*The large increase from 2007 to 2008 was due to expanding the Town Center Tax from one percent to two percent and the expansion of the boundaries of The Woodlands Township.

### Hotel Occupancy Tax Collected by Hotels in The Woodlands

Projected 2013	\$6.3 million
2012	\$6.0 million
2011	\$4.6 million
2010	\$3.6 million
2009	\$3.4 million
2008	\$4.1 million
2007	\$3.7 million

Texas Travel Industry Association reports tourism is more than \$10 billion in direct visitor spending in the

Greater Houston region. The Perryman Group estimates the indirect impact of tourism in the Greater Houston region to be in excess of \$30 billion annually. Approximately 80 percent of this activity occurs within The Woodlands. (Source: The Perryman Group, May 2008)

**Sales Tax:** 8.25 percent

**2012 Property Tax - The Woodlands Township:** 0.3173 per \$100 assessed value



The Woodlands Waterway Marriott

# THE WOODLANDS CONVENTION & VISITORS BUREAU



THE WOODLANDS  
CONVENTION & VISITORS BUREAU

The Woodlands Convention & Visitors Bureau (TWCVB) adopted its Mission Statement, its Vision Statement, its Purposes & Services, and Core Values in 2007 to direct its efforts in future years.

## Mission Statement

To position The Woodlands as a regionally, nationally, and internationally recognized tourist destination by developing quality marketing programs and events to attract visitors and stimulate economic development and growth.

## About the Mission Statement

The Woodlands Convention & Visitors Bureau drives demand for The Woodlands as a travel destination, creates new revenue for businesses, and increases sales and hotel occupancy tax for The Woodlands Township's general fund. Tax revenue generated by the tourism industry is invested back into improving The Woodlands' infrastructure and programs.

## Vision Statement

The Woodlands Convention & Visitors Bureau is an energetic and innovative 501 (c) (6) organization of talented and dedicated professionals who fulfill the Bureau's Mission Statement by setting high performance standards, expectations and goals. The Bureau works with its community to create and maintain productive public and private partnerships while serving as a reliable and credible source for The Woodlands' tourism industry.

## Purposes & Services

- Provide leadership for the tourism industry in The Woodlands, coordinating activities, encouraging marketing programs and projecting an appealing image on behalf of The Woodlands.
- Drive the destination of The Woodlands to meeting professionals, business travelers, tour operators and individual visitors.
- Represent hotels, facilities, attractions, restaurants, retail centers and other providers who serve visitors.



Nelda Luce Blair  
Chairman



Gordy Bunch  
Vice Chairman



Peggy Hausman  
Secretary/Treasurer



Fred Domenick  
Director



Karen Hoylman  
Director



Greg Parsons  
Director



Don Norrell  
Director



Nick Wolda  
President

- Operate and market transportation in The Woodlands including The Woodlands Waterway Trolleys and the Waterway Cruisers.
- Provide an array of services to tour planners in developing tours into The Woodlands, including suggested itineraries and overnight accommodations.
- Develop, produce, and support key signature events that promote and highlight The Woodlands community.
- Help visitors save time and energy in looking for tourism opportunities in The Woodlands and Greater Houston area by providing visitor services.
- Work with regional partners in promoting The Woodlands as an ideal location to visit and spend the night.
- Develop and support training initiatives for hospitality employees in The Woodlands.

## Core Values

- Equal Opportunity Employer
- Be Consistent and Fair in Business Relations
- Initiate and Implement Cooperative Efforts
- Promote and Encourage Collaboration
- Practice and Execute Initiative and Innovation
- Practice Budget Responsibility
- Extend and Share Expertise
- Work with Integrity in Open Records/Open Meetings Environment

# The Woodlands, Texas

**Community Facts**  
January 1, 2012

<b>Financial</b>	<b>Cumulative 1/1/12</b>	<b>Ultimate</b>
Non-Residential – Assessed Value	\$3.5 billion	–
Residential – Assessed Value	\$10.4 billion	–
<b>Total Assessed Value in The Woodlands</b>	<b>\$13.9 billion</b>	<b>–</b>

<b>Commercial/Industrial</b> <i>(completed and started square footage)</i>		
Retail / Hospitality / General Commercial	9.3 million	13.2 million
Office	7.9 million	11.1 million
Industrial / Technical	3.3 million	5.6 million
Institutional	6.6 million	7.5 million
<b>Total Non-Residential</b>	<b>27.1 million</b>	<b>37.4 million</b>

<b>Residential</b> <i>(completed and started units)</i>		
Homes	30,610	33,450
Apartments & Assisted Living	7,500	11,080
Attached Homes	3,690	6,910
<b>Total Units</b>	<b>41,800</b>	<b>51,440</b>

<b>Other</b>		
Employers	1,755	2,330
Employees	49,960	68,010
Schools (public)	20	24
Schools (private)	6	8
Religious congregations	41	48
Roads (two-lane)	458 miles	550 miles
Pathways	194 miles	205 miles
Parks	124	135
Open space	3,400 acres	4,200 acres
Golf courses	1,690 acres	1,690 acres
Forest preserve	1,750 acres	1,900 acres
<b>Total open space, golf courses and forest preserve</b>	<b>6,840 acres</b>	<b>7,790 acres</b>

<b>Population Statistics</b>	<b>Montgomery County</b>	<b>The Woodlands</b>
4/1/80 Census	128,487	8,434
4/1/90 Census	182,201	29,205
4/1/00 Census & 12/31/00 The Woodlands (actual)	293,768	63,203
4/1/10 Census & 12/31/10 The Woodlands (actual)	455,746	97,023
2011 Estimate & The Woodlands (actual)	475,806	100,670
12/2016 (projection)	555,890	116,650
Ultimate (projection)	N/A	130,000

## The Woodlands®

The Woodlands Homefinder Center  
2000 Woodlands Parkway  
The Woodlands, TX 77380  
or call (281) 719-6333  
or toll-free (888) 504-5050  
[www.thewoodlands.com](http://www.thewoodlands.com)

The Woodlands is a 28,000-acre master-planned community located 27 miles north of downtown Houston.



# **THE WOODLANDS, TEXAS DEMOGRAPHICS**

JANUARY 1, 2012

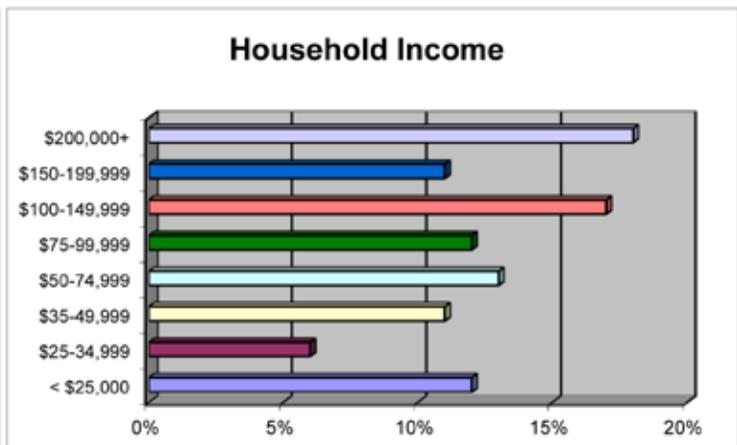
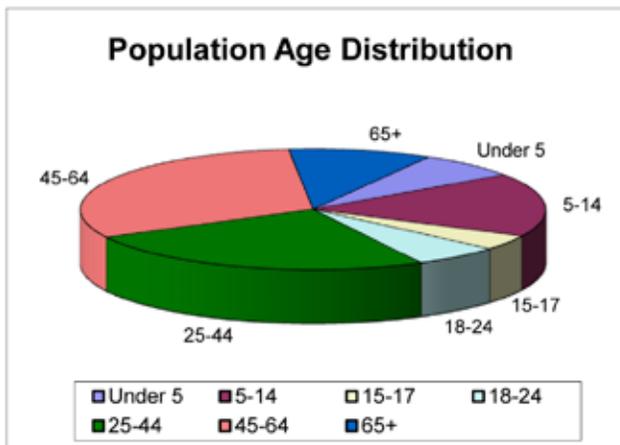
The Woodlands Development Company  
24 Waterway Avenue, Suite 1100  
The Woodlands, TX 77380

The Woodlands is a 28,000-acre master-planned community located 27 miles north of downtown Houston.

# THE WOODLANDS DEMOGRAPHICS

<b>1. POPULATION</b>		
	<b>Total</b>	<b>100,670</b>
	Persons Per Household	2.65
	Occupied Dwellings	38,028
	Median Age	39.5
<b>2. ADULT AGES</b>		
	<b>Total Adults</b>	<b>74,218</b>
	18 – 24	9%
	25 – 34	13%
	35 – 44	22%
	45 – 54	25%
	55 – 64	18%
	65 – 74	7%
	75-Plus	6%
<b>3. CHILDREN</b>		
	<b>Households with Children</b>	<b>41.1%</b>
	<b>Total Children</b>	<b>26,452</b>
	Under 5	23%
	5 – 9	30%
	10 – 14	32%
	15 – 17	15%
<b>4. HOUSEHOLD PERSONS</b>		
	<b>Average</b>	<b>2.65</b>
	1	22%
	2	32%
	3	17%
	4	19%
	5-Plus	10%
<b>5. HOUSEHOLD INCOME</b>		
	<b>Median</b>	<b>\$91,378</b>
	Under \$25,000	12%
	\$25 - \$34,999	6%
	\$35 - \$49,999	11%
	\$50 - \$74,999	13%
	\$75 - \$99,999	12%
	\$100 - \$149,999	17%
	\$150 - \$199,999	11%
	\$200,000-Plus	18%

Sources: Interfaith, US Census Bureau, ESRI and The Woodlands Development Company



## THE WOODLANDS DEMOGRAPHICS - AREA CHARACTERISTICS

POPULATION	TOTAL	Grogans Mill	Panther Creek	Cochrans Crossing	Indian Springs	Alden Bridge	Age-Qualified Comm.*	College Park	Sterling Ridge	Carlton Woods	Town Center	East Shore	Creekside Park
12/31/80	10,279	8,678	1,601	-	-	-	-	-	-	-	-	-	-
12/31/85	20,327	10,725	7,623	1,538	441	-	-	-	-	-	-	-	-
12/31/90	30,165	11,840	10,160	5,465	2,700	-	-	-	-	-	-	-	-
12/31/95	44,517	13,189	12,237	14,242	2,936	1,913	-	-	-	-	-	-	-
12/31/96	47,346	13,104	12,584	14,793	3,125	3,740	-	-	-	-	-	-	-
12/31/97	50,789	13,212	12,769	15,625	3,436	5,747	-	-	-	-	-	-	-
12/31/98	55,063	13,390	13,143	16,201	3,916	8,413	-	-	-	-	-	-	-
12/31/99	59,138	13,277	13,053	16,509	4,159	12,105	35	-	-	-	-	-	-
12/31/00	63,203	13,740	13,106	16,432	4,490	14,846	221	368	-	-	-	-	-
12/31/01	67,420	13,626	13,830	16,150	5,215	16,706	366	1,369	158	-	-	-	-
12/31/02	70,050	13,475	13,999	16,093	5,767	17,584	567	1,643	866	56	-	-	-
12/31/03	74,358	13,452	14,036	16,231	6,329	18,883	685	2,484	2,174	84	-	-	-
12/31/04	77,128	13,633	13,959	16,253	6,382	19,759	706	2,850	3,393	151	42	-	-
12/31/05	80,659	13,877	14,236	16,147	6,393	20,628	720	3,599	4,847	152	60	-	-
12/31/06	83,884	13,512	13,957	16,098	6,401	20,936	733	4,428	7,543	173	71	32	-
12/31/07	86,401	13,516	13,870	16,118	6,342	21,040	760	4,520	9,136	294	602	131	72
12/31/08	89,397	13,499	13,776	16,090	6,351	21,259	801	5,300	9,793	621	862	185	860
12/31/09	92,348	13,291	13,816	16,061	6,271	21,236	805	5,395	11,651	678	1,320	223	1,601
12/31/10	97,023	13,658	13,980	16,061	6,285	21,399	1,578	5,789	12,799	669	1,845	269	2,691
12/31/11	100,670	13,815	14,023	16,006	6,319	21,503	1,584	6,110	13,885	674	2,444	328	3,979
<b>Avg. Persons Per Household</b>													
12/31/11	2.65	2.36	2.40	3.12	2.95	2.76	1.61	2.59	2.81	1.84	2.54	1.84	2.69
<b>Children</b>													
12/31/11	26,452	2,448	2,752	4,793	1,981	6,603	4	1,671	4,733	50	32	57	1,328
<b>Projections**:</b>													
12/31/12	104,000	14,150	14,025	16,010	6,325	21,510	1,590	6,380	14,270	720	2,780	400	5,840
12/31/13	107,400	14,500	14,025	16,010	6,325	21,515	1,590	6,680	14,510	760	3,100	485	7,900
12/31/14	111,100	14,875	14,025	16,015	6,600	21,515	1,590	6,780	14,810	850	3,525	600	9,915
12/31/15	114,450	15,060	14,025	16,015	7,000	21,515	1,590	6,785	15,100	970	3,900	940	11,550
12/31/16	116,650	15,205	14,030	16,015	7,230	21,515	1,590	6,785	15,200	1,090	4,370	1,060	12,560

\* Includes Windsor Hills and Windsor Lakes. (Note: 12/31/10 reflects a data correction.)

\*\* Population projections are based upon current land use projections and are subject to change.

## THE WOODLANDS BUYER PROFILE FOR NEW HOME PURCHASERS

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
<b>Median Sales Price</b>	\$213,790	\$223,320	\$195,880	\$200,446	\$187,127	\$215,378	\$247,155	\$252,055	\$320,500	\$343,900	\$353,775	\$348,900	\$360,158	\$327,604
<b>Median Unit Size</b>	2,728'	2,757'	2,410'	2,498'	2,342'	2,596'	2,890'	2,598'	2,698'	2,750'	2,923'	3,068'	3,255'	3,127'
<b>Median Adult Age</b>	39	40	39	39	40	39	40	42	45	50	45	37	42	40
<b>Median Household Income</b>	\$105,000	\$120,000	\$115,000	\$115,000	\$110,000	\$127,900	\$135,000	\$136,000	\$140,000	\$135,000	\$170,000	\$150,000	\$150,000	\$145,000
<b>Household Heads Who Live and Work in The Woodlands</b>	23.7%	26.3%	28.2%	26.7%	30.0%	36.8%	27.0%	40.0%	41.4%	36.1%	42.9%	35.9%	30.1%	28.2%
<b>Spouses Employed</b>	58.2%	60.3%	56.5%	52.2%	50.2%	55.9%	49.7%	26.0%	49.0%	48.8%	48.6%	42.9%	41.9%	33.2%
<b>Households with Adults Aged 55+</b>	11.9%	14.8%	15.7%	13.2%	16.0%	14.2%	22.2%	17.1%	26.4%	27.6%	25.8%	13.7%	28.1%	24.1%
<b>Geographic Origin:</b>														
<b>Local</b>	22.5%	25.4%	23.8%	24.0%	29.4%	23.3%	35.7%	25.3%	27.6%	25.7%	30.4%	39.1%	29.9%	23.6%
<b>Other Houston Area</b>	21.1%	20.7%	20.6%	27.6%	27.3%	25.5%	29.3%	23.5%	21.4%	23.8%	24.0%	27.5%	31.3%	30.2%
<b>Outside Area</b>	56.4%	53.9%	55.5%	48.6%	43.5%	51.3%	35.0%	51.2%	51.0%	50.5%	45.6%	33.3%	38.8%	46.2%

Sources: Interfaith and The Woodlands Development Company

## The Woodlands Area Demographic and Income Profile Summary

	5-Mile			10-Mile			15-Mile			20-Mile		
	2010	2011	2016	2010	2011	2016	2010	2011	2016	2010	2011	2016
Population	120,994	124,372	141,081	395,772	406,741	456,240	840,986	863,256	966,186	1,480,995	1,516,153	1,679,024
Median Age	36.0	36.1	36.2	34.6	34.7	34.8	33.3	33.3	33.6	33.0	33.1	33.3
Average Household Size	2.65	2.65	2.63	2.82	2.82	2.81	2.84	2.84	2.84	2.92	2.92	2.92
Owner-Occupied Dwellings	32,321	32,996	38,223	102,116	104,189	118,363	197,516	201,243	228,750	342,938	348,146	391,270
Renter-Occupied Dwellings	13,264	13,795	15,229	37,861	39,639	43,411	97,273	101,412	110,195	161,133	167,928	180,158

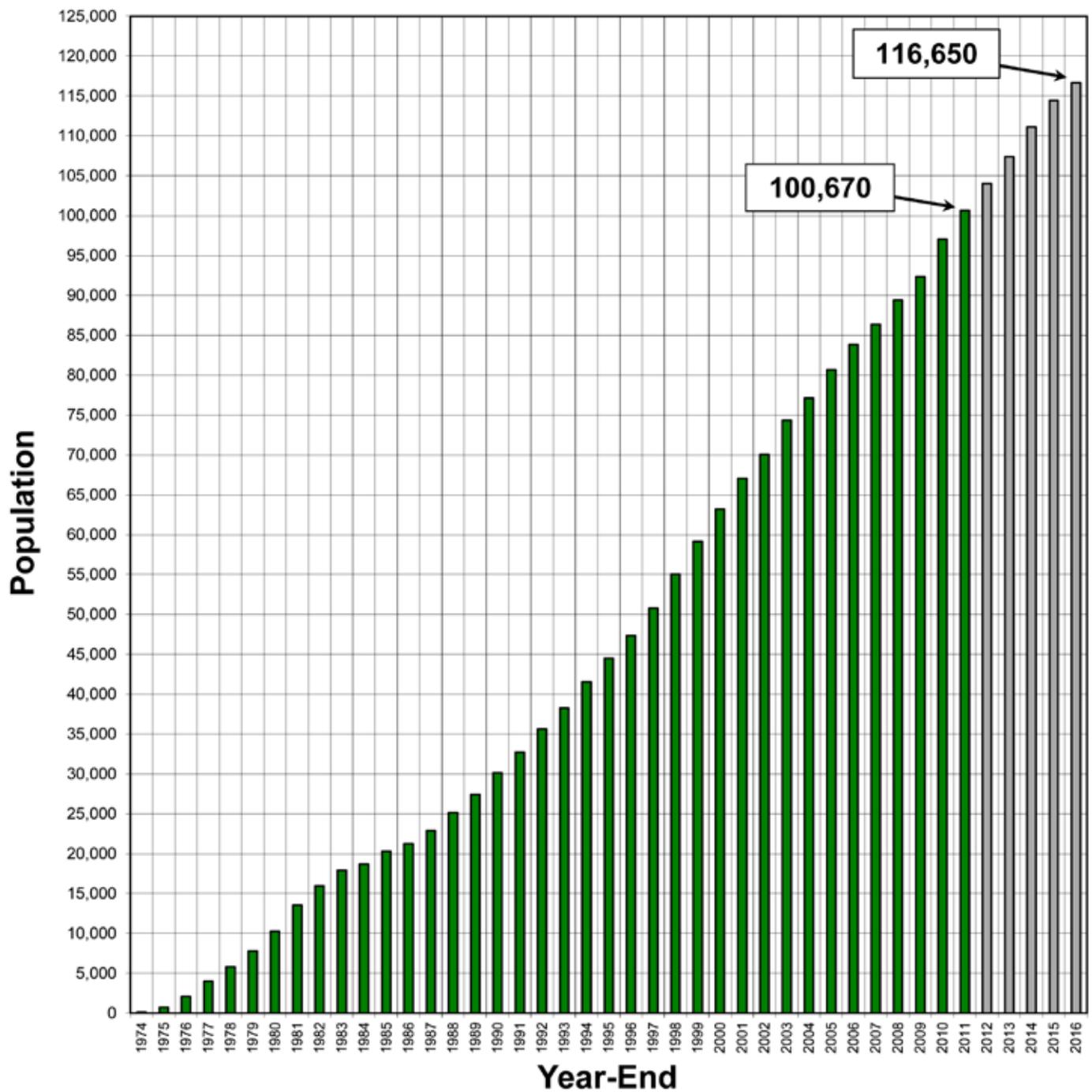
	5-Mile			10-Mile			15-Mile			20-Mile		
	2010	2011	2016	2010	2011	2016	2010	2011	2016	2010	2011	2016
Median Household Income	-	\$ 70,046	\$ 76,081	-	\$ 68,658	\$ 75,419	-	\$ 60,166	\$ 67,737	-	\$ 58,862	\$ 66,213
Average Household Income	-	\$ 92,702	\$ 104,567	-	\$ 88,824	\$ 99,122	-	\$ 81,214	\$ 90,673	-	\$ 79,142	\$ 88,484
Households by Income												
< \$15,000	-	9.6%	8.1%	-	8.0%	7.0%	-	9.1%	8.0%	-	9.7%	8.6%
\$15,000 - \$24,999	-	6.6%	4.3%	-	7.6%	5.1%	-	8.8%	6.1%	-	9.0%	6.3%
\$25,000 - \$34,999	-	6.7%	4.3%	-	7.4%	4.7%	-	9.0%	6.0%	-	9.3%	6.2%
\$35,000 - \$49,999	-	11.8%	9.9%	-	11.7%	9.6%	-	13.3%	11.0%	-	13.4%	11.3%
\$50,000 - \$74,999	-	17.9%	22.4%	-	18.8%	23.2%	-	19.5%	23.9%	-	19.1%	23.7%
\$75,000 - \$99,999	-	14.0%	15.8%	-	15.0%	17.2%	-	13.7%	16.7%	-	13.6%	16.2%
\$100,000 - \$149,999	-	17.9%	18.5%	-	17.9%	19.0%	-	15.3%	16.5%	-	15.2%	16.2%
\$150,000 - \$199,999	-	7.2%	8.0%	-	6.9%	7.2%	-	5.8%	6.1%	-	5.6%	6.1%
\$200,000 +	-	8.3%	8.6%	-	6.6%	6.9%	-	5.6%	5.7%	-	5.1%	5.3%
Population by Age												
0-4	7.2%	7.2%	7.3%	7.7%	7.6%	7.8%	8.1%	8.0%	8.1%	8.1%	8.0%	8.1%
5-14	14.8%	14.8%	14.8%	16.2%	16.2%	16.2%	16.1%	16.1%	16.1%	16.4%	16.4%	16.4%
15-19	6.7%	6.7%	6.2%	7.4%	7.3%	6.8%	7.4%	7.4%	6.9%	7.6%	7.6%	7.1%
20-24	5.3%	5.3%	5.1%	5.4%	5.4%	5.2%	6.3%	6.3%	6.1%	6.3%	6.4%	6.1%
25-34	14.3%	14.4%	14.8%	13.8%	13.9%	14.3%	14.7%	14.8%	15.1%	14.4%	14.5%	14.8%
35-44	14.7%	14.7%	14.1%	15.2%	15.2%	14.6%	14.8%	14.7%	14.1%	14.7%	14.7%	14.1%
45-54	15.2%	15.1%	13.8%	15.0%	14.8%	13.6%	14.2%	14.1%	12.9%	14.1%	14.0%	12.8%
55-64	11.9%	12.0%	12.8%	10.8%	10.9%	11.7%	10.3%	10.4%	11.2%	10.2%	10.4%	11.1%
65-74	5.8%	5.9%	7.1%	5.2%	5.4%	6.5%	5.0%	5.1%	6.3%	5.0%	5.1%	6.3%
75-84	2.8%	2.7%	2.8%	2.4%	2.4%	2.4%	2.3%	2.3%	2.4%	2.3%	2.3%	2.4%
85+	1.1%	1.1%	1.2%	0.9%	0.9%	0.9%	0.8%	0.8%	0.9%	0.8%	0.8%	0.8%

Note: Mileage radius centered at Interstate 45 and Woodlands Parkway, site of The Woodlands Regional Mall.

Source: Data provided by ESRI Business Analyst. [www.esri.com](http://www.esri.com)

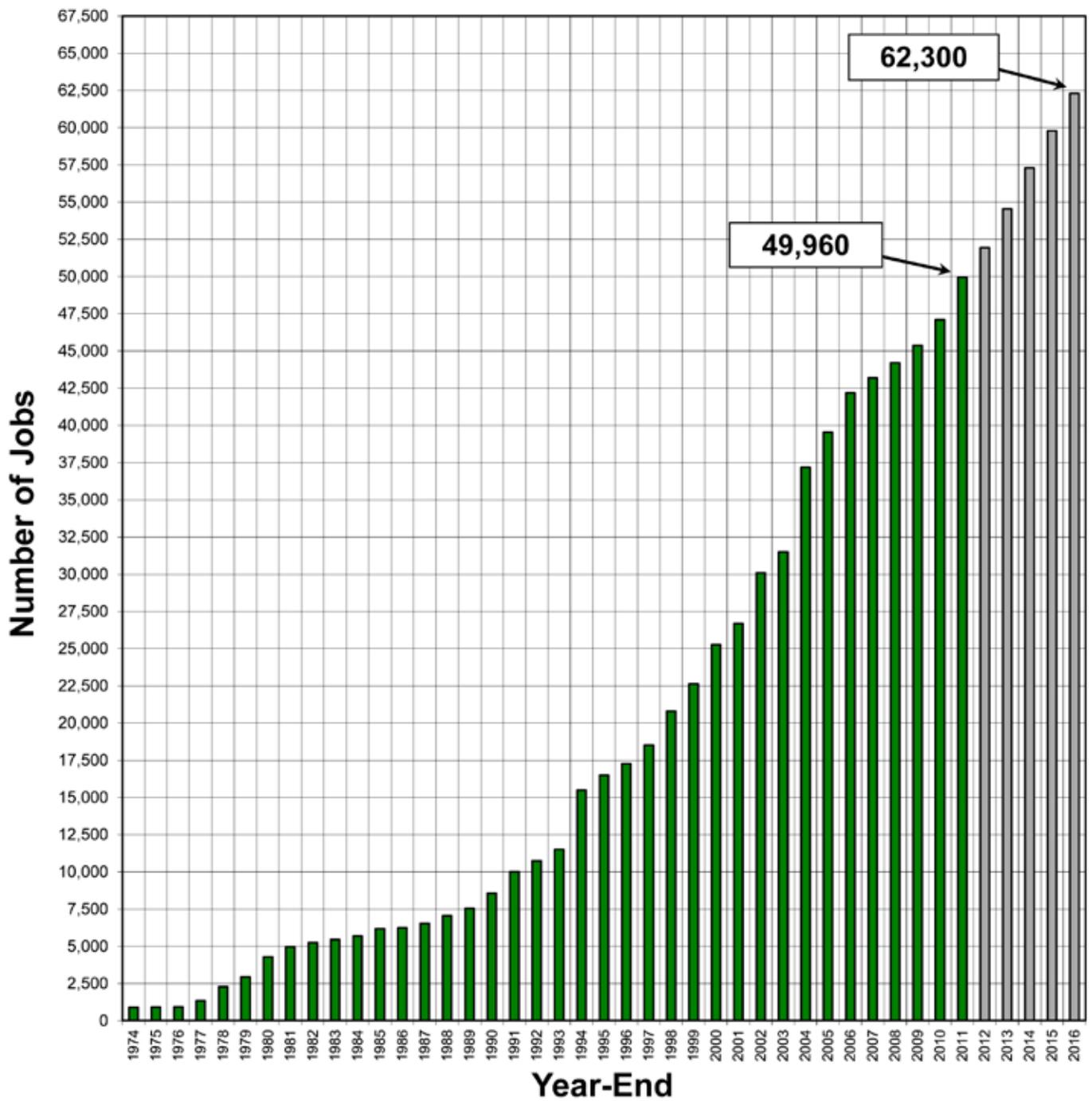
# The Woodlands - Population Growth

(Includes Actual Data through December 2011)



# The Woodlands - Job Growth

(Includes Actual Data through December 2011)



# THE WOODLANDS

## Historical Statistical Data

DATE	POPULATION		HOUSEHOLDS		HH	HOME	EMPLOYERS		JOBS	
	Cum.	Gain	Cum.	Gain	Size	Sales	Cum.	Gain	Cum.	Gain
1974	124	124	53	53	2.34	73	65	65	900	900
1975	744	620	242	189	3.07	219	60	(5)	915	15
1976	2,079	1,335	646	404	3.22	497	62	2	938	23
1977	4,011	1,932	1,267	621	3.17	571	91	29	1,349	411
1978	5,849	1,838	1,820	553	3.21	514	130	39	2,279	930
1979	7,800	1,951	2,532	712	3.08	568	162	32	2,936	657
1980	10,279	2,479	3,505	973	2.93	685	190	28	4,290	1,354
1981	13,541	3,262	4,824	1,319	2.81	860	231	41	4,977	687
1982	15,959	2,418	5,695	871	2.80	980	270	39	5,258	281
1983	17,947	1,988	6,471	776	2.77	719	275	5	5,450	192
1984	18,702	755	6,756	285	2.77	590	275	-	5,700	250
1985	20,327	1,625	7,303	547	2.78	473	266	(9)	6,199	499
1986	21,254	927	7,705	402	2.76	457	280	14	6,236	37
1987	22,887	1,633	8,321	616	2.75	499	314	34	6,542	306
1988	25,145	2,258	9,126	805	2.76	627	340	26	7,050	508
1989	27,416	2,271	9,888	762	2.77	772	380	40	7,550	500
1990	30,165	2,749	10,808	920	2.79	901	410	30	8,570	1,020
1991	32,713	2,548	11,676	868	2.80	914	466	56	10,016	1,446
1992	35,656	2,943	12,621	945	2.83	893	480	14	10,747	731
1993	38,277	2,621	13,707	1,086	2.79	810	472	(8)	11,500	753
1994	41,569	3,292	14,838	1,131	2.80	942	660	188	15,500	4,000
1995	44,517	2,948	15,907	1,069	2.80	988	718	58	16,500	1,000
1996	47,346	2,829	16,918	1,011	2.80	1,053	741	23	17,284	784
1997	50,789	3,443	18,073	1,155	2.81	1,155	787	46	18,524	1,240
1998	55,063	4,274	19,298	1,225	2.85	1,450	842	55	20,804	2,280
1999	59,138	4,075	20,458	1,160	2.89	1,381	896	54	22,629	1,825
2000	63,203	4,065	22,277	1,819	2.84	1,679	984	88	25,270	2,641
2001	67,054	3,851	24,186	1,909	2.77	1,601	1,030	46	26,686	1,416
2002	70,050	2,996	25,372	1,186	2.76	1,378	1,112	82	30,096	3,410
2003	74,358	4,308	27,017	1,645	2.75	1,426	1,140	28	31,500	1,404
2004	77,128	2,770	28,044	1,027	2.75	1,328	1,219	79	37,175	5,675
2005	80,659	3,531	29,252	1,208	2.76	1,515	1,310	91	39,541	2,366
2006	83,884	3,225	30,818	1,566	2.72	1,409	1,511	201	42,190	2,649
2007	86,401	2,517	32,135	1,317	2.69	767	1,551	40	43,200	1,010
2008	89,397	2,996	33,728	1,593	2.65	750	1,587	36	44,202	1,002
2009	92,348	2,951	34,960	1,232	2.64	633	1,650	63	45,380	1,178
2010	97,023	4,675	36,819	1,859	2.64	786	1,712	62	47,100	1,720
2011	100,670	3,647	38,028	1,209	2.65	945	1,755	43	49,960	2,860
2012 Est.	104,000	3,330	39,330	1,302	2.64	900	1,800	45	51,950	1,990
2013 Est.	107,400	3,400	40,670	1,340	2.64	925	1,860	60	54,550	2,600
2014 Est.	111,100	3,700	42,060	1,390	2.64	950	1,925	65	57,300	2,750
2015 Est.	114,450	3,350	43,340	1,280	2.64	940	1,995	70	59,800	2,500
2016 Est.	116,650	2,200	44,200	860	2.64	550	2,060	65	62,300	2,500

Note: All estimates are based upon current land use projections and are subject to change.

# The Woodlands®

MEDIA INFORMATION

24 Waterway Avenue, Suite 1100  
The Woodlands, Texas 77380

## The Woodlands® Backgrounder

### *The Woodlands community®*

Opened in 1974, The Woodlands is a 28,000-acre, forested community where people live, work, play and learn as families and companies. Located 27 miles north of downtown Houston on I-45, it encompasses nine residential villages, commercial centers, a resort and conference center, a luxury hotel and convention center, hospitals and health care facilities, and exceptional shopping, dining, entertainment and recreational amenities.

The Woodlands Waterway, a 1.4 mile-long water amenity, transportation corridor, and linear park, is a major destination that links the shopping, dining, residential, office, and entertainment venues in The Woodlands Town Center, the 'downtown' of The Woodlands.

Throughout its 39-year history, The Woodlands has led the way among master-planned communities that practice environmental preservation. Of the 28,000 acres in The Woodlands, 6,950 acres are now devoted to green space in parks, golf courses and greenbelts. Nearly 8,000 acres (28%) will remain undeveloped green space at build-out.

The Woodlands has been one of the best-selling master-planned communities in Texas since 1990, and is currently #1 in Texas and #3 in the nation. There are more than 31,890 single-family homes and more than 11,380 apartments, condominiums and town homes in The Woodlands. The community has more than 105,283 residents and reported home sales of 1,007 in 2012, 945 in 2011, 786 in 2010 and 633 in 2009. More than 40 homebuilders are building new homes in The Woodlands. The community features one of the largest selections of new homes in the Houston area.

A total of 1,870 businesses and corporations have found a home in The Woodlands, among them Anadarko Petroleum, Aon Hewitt, CB&I, Chevron Phillips Chemical Company, Fox Networks Group, Huntsman Corporation and McKesson. There are 14 companies with 100,000 square feet or more located in The Woodlands. A total of 28.6 million square feet of commercial, retail, industrial, and institutional development are here, providing jobs for more than 51,940 people.

Originally a project of Houston-based Mitchell Energy & Development Corp., The Woodlands was acquired by Crescent Real Estate Equities and Morgan Stanley Real Estate Fund II in 1997.

In 2003, The Rouse Company acquired Crescent's interest in The Woodlands, and in 2004, Rouse's interest was acquired by General Growth Properties, Inc. In January, 2011, General Growth Properties' share in The Woodlands was acquired by The Howard Hughes Corporation, and in July, 2011, The Howard Hughes Corporation acquired Morgan Stanley Real Estate's interest in The Woodlands. The Woodlands Development Company is now a wholly-owned subsidiary of The Howard Hughes Corporation.

### *Working, Shopping, Dining & Entertainment*

Business and industry flourish in separate commercial districts forming a 5,000-acre crescent along I-45, near the Hardy Toll Road and a no-stoplight, 20-minute drive to George Bush Intercontinental Airport from Town Center. Bush Intercontinental Airport is a major international hub.

The 1,000-acre *Town Center* is the destination for shopping, dining, and entertainment, with attractions including The Woodlands Mall, a regional shopping center with over 1.3 million square feet of indoor and outdoor venues, and performing arts at The Cynthia Woods Mitchell Pavilion. Market Street, a 34-acre, Main-Street-styled shopping and special event destination, provides an outdoor shopping and dining experience. The Woodlands Waterway®, a 1.4-mile-long landscaped water feature and transportation corridor, links urban residential living to shopping, business, dining and entertainment venues in Town Center.

More than 40 public institutions and private companies are at work in *The Research Forest*, including biomedical, pharmaceutical, and administrative companies.

Memorial Hermann The Woodlands Hospital, a 252-bed acute care hospital, is located at I-45 and Medical Plaza Drive in The Woodlands. St. Luke's The Woodlands Hospital and St. Luke's Lakeside Hospital are faith-based, not-for-profit facilities with a total of 250 beds. The St. Luke's campus is located at the intersection of I-45 and College Park Drive (SH 242). Emergency care centers, clinics and doctors' offices of nearly every specialty are located within The Woodlands.

Seven neighborhood village centers provide conveniently located supermarkets, restaurants, and services near residential neighborhoods in The Woodlands.

### *Lifelong Learning*

The Woodlands offers a lifetime of education, from preschool through primary, secondary, college, and graduate study.

The Woodlands is served by three public school districts. Students living in the Villages of Grogan's Mill, Panther Creek, Alden Bridge, Carlton Woods, Cochran's Crossing, most of Sterling Ridge, Indian Springs and College Park attend schools that are part of the Conroe Independent School District (CISD), which has 19 campuses in The Woodlands for students grades K-12.

Children living in the Villages of Creekside Park and the gated community of Carlton Woods Creekside attend schools located in the Tomball Independent School District (TISD). The Exemplary-rated Creekside Forest K-6 Elementary School has been open since 2009, and Timber Creek K-6 Elementary opened for the 2012-2013 school year. The TISD has committed to two additional school sites in Creekside Park for construction of neighborhood schools. A 400-acre neighborhood called May Valley in the Village of Sterling Ridge is located within the Magnolia ISD.

Ranked highly by the Texas Education Agency (TEA), schools in the Conroe, Tomball and Magnolia School Districts have low student-teacher ratios, plus programs for gifted and talented students as well as special needs students, vocational and advanced science programs. For more information, visit [www.conroeisd.net](http://www.conroeisd.net), [www.tomballisd.net](http://www.tomballisd.net) and [www.magnoliaisd.org](http://www.magnoliaisd.org).

Private education is available at six acclaimed private schools in The Woodlands, including The John Cooper School, The Woodlands Christian Academy, St. Anthony of Padua Catholic School, Esprit International, Cuna International and The Woodlands Preparatory School. There are more than 40 pre-schools and day care centers available for younger children.

Higher education expands the horizons of students at Lone Star College-Montgomery, part of the Lone Star College System. At LSC-Montgomery, students can earn an associate degree in a variety of disciplines, improve and update workplace skills, and pursue continuing education opportunities. Degree plans from various universities are offered at Lone Star College (LSC)-University Center at Montgomery, located on the 100-acre campus of Lone Star College-Montgomery. LSC-University Center at Montgomery is an innovative concept approved by Texas Higher Education Coordinating Board that allows students to enroll at a partner university and complete a bachelor's, master's, or doctorate degree without traveling to the university campus. Courses are offered by Sam Houston State University, Our Lady of the Lake University, Texas A & M University (currently graduate courses only), University of Houston-Victoria, and University of St. Thomas (currently graduate courses only). Sam Houston State University has a center on the Lone Star-Montgomery campus. For more information, visit [www.lonestar.edu](http://www.lonestar.edu).

A total of 42 religious congregations also make their homes in The Woodlands.

### *Leisure and Recreation*

Nearly 200 miles of hike and bike paths provide wooded trails between The Woodlands' 127 parks, lakes, ponds, and seven championship golf courses. Neighborhood parks offer such diversions as swimming pools, spraygrounds, playgrounds, skateboard facilities, jogging and BMX tracks, dog parks, basketball and tennis courts. Lake Woodlands, a 200-acre lake flanked by two parks, is a wonderful place for sailing, rowing, and fishing.

Art and culture find a home at The Cynthia Woods Mitchell Pavilion, an outdoor amphitheater which seats up to 16,015 people for major touring shows from pop to opera. The Pavilion is also the "Summer Home" of The Houston Symphony. In late 2012, the venue was ranked #2 Outdoor Amphitheater in the World by *Pollstar* magazine, based on ticket sales.

Golfers can choose from seven championship golf courses, with 1,690 acres dedicated to 135 holes of golf. Members of The Club at Carlton Woods can enjoy an 18-hole Jack Nicklaus *Signature* course, the centerpiece of the private, gated community of Carlton Woods. Members of The Club at Carlton Woods also have access to an 18-hole Championship course, designed by the renowned Tom Fazio in Carlton Woods Creekside, making it one of only two golf venues in the U.S. to feature the private Nicklaus/Fazio combination. The Club at Carlton Woods was ranked the Best Country Club and Golf Course in Houston by *Avid Golfer* in 2012, and among the Top 10 private courses in Texas by *Golf Digest* in 2011.

Other athletic and recreational facilities include The Woodlands Township Recreation Center and three regional YMCAs. Several private fitness centers are also conveniently located throughout the community.

There are 13 hotels in The Woodlands, including The Woodlands Resort & Conference Center. The Resort is one of the top conference centers in the nation and provides 440 guest rooms and suites, four restaurants and lounges, 60,000 square feet of meeting space, and services and amenities for business meetings or conferences as well as leisure travel. Guest attractions at The Resort include a major water amenity called "The Forest Oasis Waterscape"™. A \$60 million major renovation is now underway at The Woodlands Resort. The 18-month project will include the addition of a new guest room wing, lazy river and steak house restaurant while updating the property's 60,000 square-foot conference center.

The Woodlands Waterway Marriott Hotel, an AAA Four-Diamond Hotel, features 343 guestrooms and suites overlooking The Woodlands Waterway®. Adjacent to the hotel is a 70,000-square-foot convention center. The hotel is located near Waterway Square, a new public plaza with multiple water features including a 120-foot long cascading water wall with dancing columns of water, boomer jets that shoot water 75 feet into the air, and fountains choreographed to music with colored lights at night. A children's interactive fountain is also located in Waterway Square, which overlooks The Waterway. The boutique Hyatt Market Street hotel, featuring 70 luxury guestrooms and suites, is located at Market Street.

Special community events are an integral part of The Woodlands' experience. Annual events include the Arbor Day Celebration in January, The Woodlands Waterway Arts Festival in April, the July 3<sup>rd</sup> "Star-Spangled Salute" free concert and 4<sup>th</sup> of July Celebration, Trick or Treat Trail and The Woodlands Wildflower Festival in the fall, and iWow (International Winter on The Waterway) and The Lighting of the Doves heralding the holiday season. One of the largest outdoor ice skating rinks in the area is set up in Town Center each winter. There are also numerous athletic events, free concerts and family-oriented events at Northshore Park, Market Street and Waterway Square throughout the year.

Throughout The Woodlands, an impressive collection of 51 pieces of outdoor sculpture add a cultural counterpoint to the wooded landscape.

For more information about The Woodlands, visit [www.thewoodlands.com](http://www.thewoodlands.com) and [www.thewoodlands.net](http://www.thewoodlands.net).

4/13



# TOURISM



THE WOODLANDS  
CONVENTION & VISITORS BUREAU

IN THE WOODLANDS, TEXAS

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